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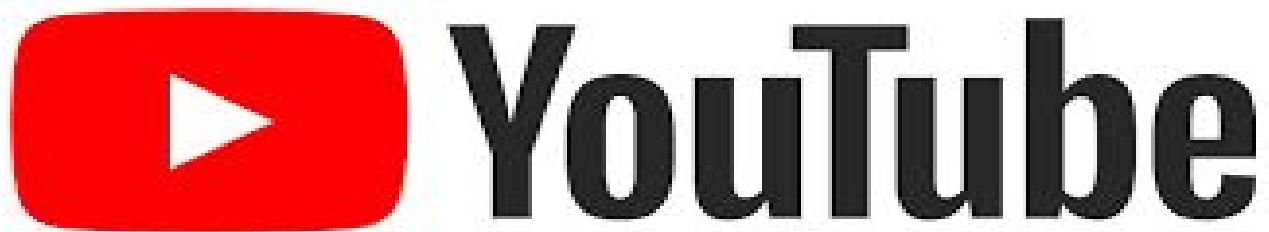
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Abstract:

For many years now YouTube, which is a free video sharing platform has become very popular. This platform has been used either as a source of entertainment, source of income, or a source of education. Many individuals have recently started to use YouTube as a source of broadcasting their personal life, either by themselves or with their significant other. This new YouTube environment has started a new norm on how relationships, friendships, and families should be. This has had an affect on individuals within society, making them feel like they need to be on the same level and portray the same lifestyle.



The Effect YouTube Has On Reality

Introduction:

In this article I chose to observe the YouTube video sharing platform for about an hour or two. I usually spend the majority of my free time on YouTube on a daily basis, so I was already familiar with certain videos that I chose to observe and specific channels that I chose to observe. Over the past few weeks, there has been a lot of YouTube drama going on, so I chose to observe some of the drama that has been occurring as well because I felt like that would be something really good to observe.

Methods:

Some of the channels that I chose to observe were The Ace Family, De'arra and Ken 4 Life, Carmen and Corey, and Lala Baptiste. These are channels that I am already familiar with but for this experiment I observed new videos and old videos from each channel. I started observing these videos at around 9pm and I stopped my observation at around 11pm.

For the Ace Family the videos that I chose to observe, "A DAY IN THE LIFE WITH CATHERINE." I chose to observe this video because there was an issue when the Ace Family uploaded this video because they accidentally forgot to edit a clip out where Austin (Husband) is screaming at Catherine (Wife). That clip went viral on almost every social media platform, so I decided this would be the perfect video to observe.

For De'arra and Ken 4 Life the videos I chose to observe an old video from one year ago, "The Question | A New Future Begins." I chose to observe this video because this couple has been viral this week due to new cheating allegations, so I decided to observe a video in which they portray a loving and perfect relationship.

For Lala Baptiste I chose to observe her most recent video “RATING POPULAR YOUTUBERS W/ SEVEN!!” I chose to observe this video because it’s a video where the youtuber and her friend sit down and rate other youtubers on a scale from 1-10 and I thought it would be interesting to see what they had to say about other youtubers.

Analysis:

The results for this observation were very interesting, I noticed a lot of things that I didn’t notice the first time I watched these videos. When observing these videos I analyzed that YouTube, just like every other social media platform can be very toxic and unhealthy, for not only youtubers themselves but also the audience/individuals within society. A lot of these youtubers portray a lifestyle on their channel that is very misleading, fake, or just unnatural. For example, as soon as I clicked on De’arra and Ken 4 Life’s Channel the first thing I observed was, “Yes it’s us De’arra and Ken #DK4L your favorite couple. Showing how a relationship should generally be.” For many years this couple has been portraying a perfect, loyal relationship and their bio clearly shows that’s the main goal of their channel. However, just recently a fan uploaded a video of Ken (fiance) cheating on De’arra (his fiance). That video went viral on social media because everyone was extremely shocked since they had an image in their heads of this perfect relationship. Things like this truly have an affect on individuals within society’s personal relationship, friendships, and families because they look up to these youtubers and may compare their life to theirs and feel down or discouraged because they aren’t living the same lifestyle. Also, this can have an affect on individuals personal relationships with their significant other because they may feel like they aren’t doing the same thing for them as the couples on YouTube are, and it may even lead to them questioning the whole relationship.